

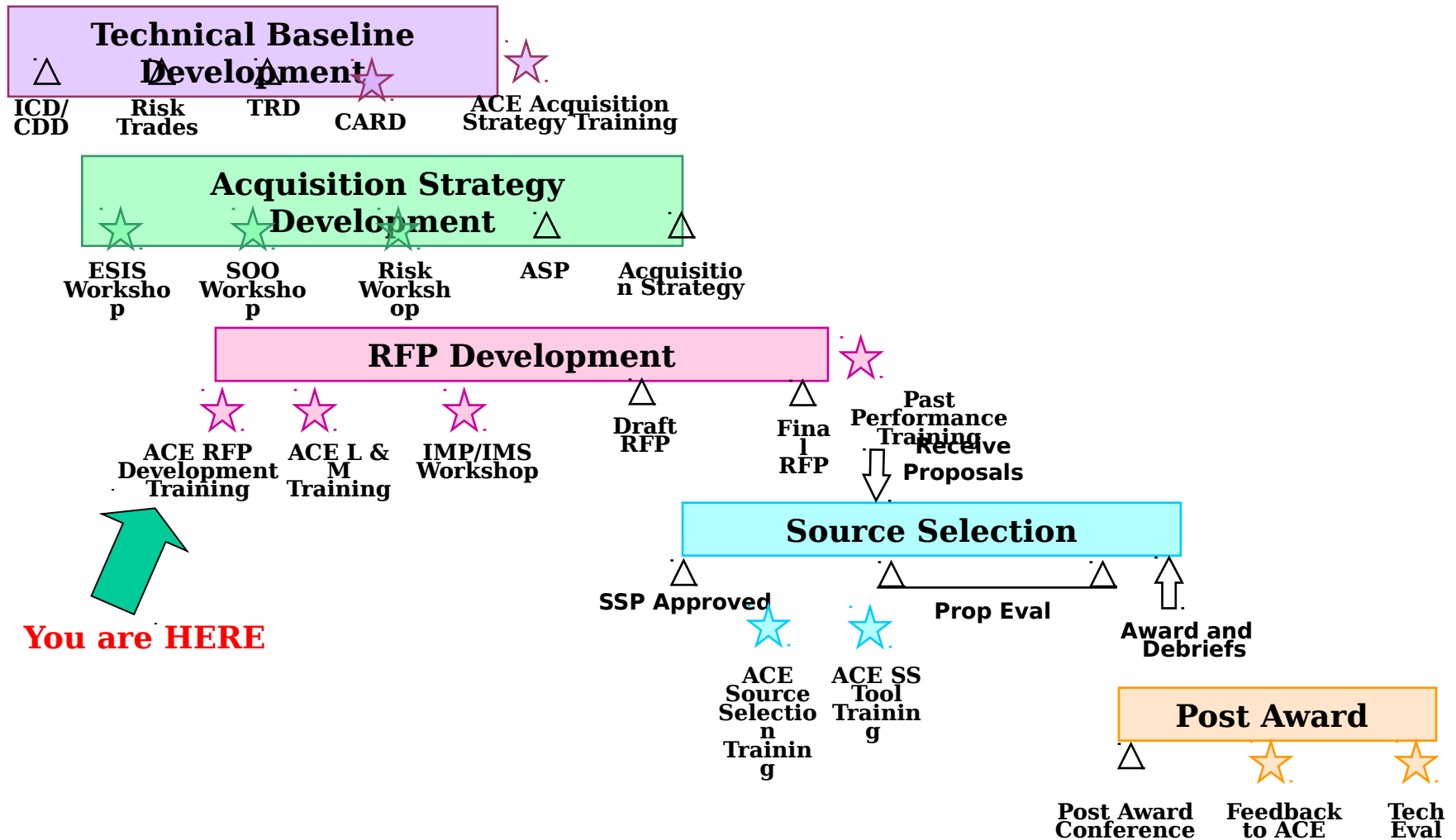


Request for Proposal (RFP) Overview

Briefer:

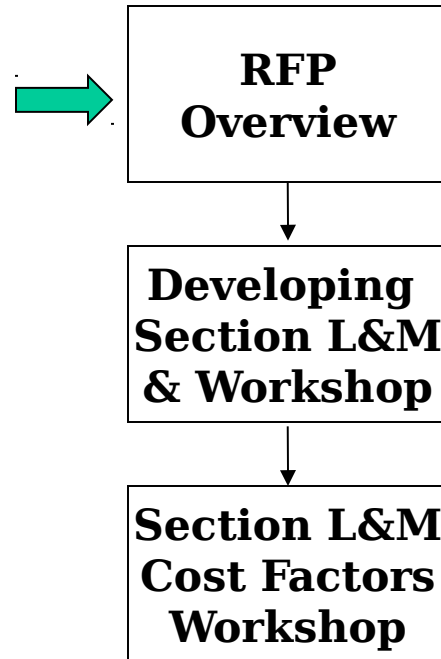


Acquisition Cycle





RFP Training





Briefing Objectives

The purpose of this briefing is to help members of the Acquisition Team become more familiar with the elements of an RFP and the preparation needed to develop an RFP. This briefing is not intended to address PCO Letters, Rough Order of Magnitude (ROM), What-ifs, etc.

The training goals are:

- Understand the elements of an RFP**
- Understand the process for developing an RFP**
- Know the documents necessary for the development of an RFP**



Guiding Documents

- **FAR Part 2, Definitions of Words and Terms**
- **FAR Part 15, Contracting by Negotiation**
- **FAR Part 15.2, Solicitation and Receipt of Proposals and Information**
- **FAR Part 15.204-1, Uniform Contract Format**
- **FAR Part 15.406, Preparing Requests for Proposals (RFPs) and Requests for Quotations (RFQs)**
- **AFFARS Part 5315, Contracting by Negotiation**
 - **Mandatory Procedures 5315.3, Source Selection**



Briefing Outline

- **RFP Definition**
- **RFP Format**
- **Document Flow into the RFP**
- **RFP Link to Contract**
- **RFP Sections**



RFP Definition

- **An RFP is a formal, official communication between Government and industry in the contracting process issued by the PCO.**
- **The Government uses the RFP in both competitive and sole source negotiated acquisitions to communicate the Government's requirements to industry and solicit proposals to satisfy those requirements.**
- **RFPs for competitive acquisitions shall at a minimum describe:**
 - (1) Government requirements (technical, schedule, funding, delivery, Integrated Logistics Support, test and acceptance, etc.)**
 - (2) Anticipated terms and conditions applying to the contract**
 - (3) Information required to be in the offeror's proposal**
 - (4) Factors and significant subfactors that will be used to evaluate the proposal and their relative importance**

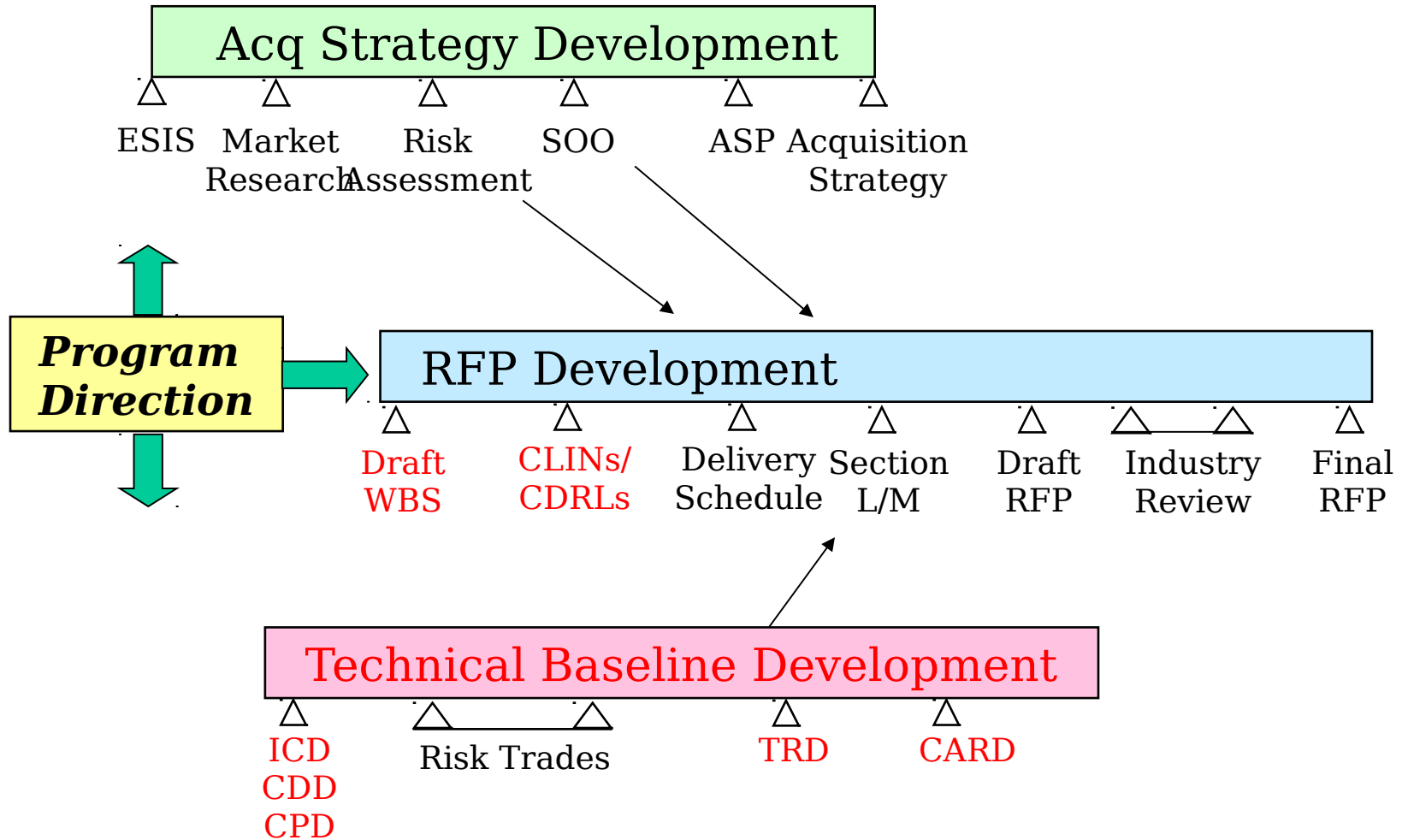


RFP Definition

- **The RFP consists of four main parts:**
 - **A model contract, including attachments (example: Statement of Objectives (SOO), Technical Requirements Document (TRD), CDRLs)**
 - **Representations and Certifications**
 - **Proposal preparation instructions**
 - **Evaluation factors and basis for award**
- **Key points for the Acquisition Team to consider:**
 - **The RFP is initiated when: (1) there is a set of firm requirements, (2) the Program Office provides a complete set of technical requirement documents, (3) funding is certified as available, (4) there is an approved acquisition strategy and acquisition plan.**
 - **The RFP is to be issued only when it is the intent of the Air Force to Award a contract.**
 - **The RFP must be consistent with the approved Acquisition Plan (AP) or Single Acquisition Management Plan (SAMP), or documented Acquisition Strategy.**
 - **Draft RFPs shall be issued for all competitive acquisitions.**
 - **Solicitation Review Boards (SRBs) are required for all competitive acquisitions with values of \$10M or more.**



RFP Definition





RFP Format

Section

Title

PART I - THE SCHEDULE

- A Solicitation/Contract Form**
-  **B Supplies or Services and Prices/Costs**
-  **C Description/Specifications/Work Statement**
- D Packaging and Marking**
- E Inspection and Acceptance**
-  **F Deliveries or Performance**
- G Contract Administration Data**
-  **H Special Contract Requirements**

PART II - CONTRACT CLAUSES

- I Contract Clauses**

PART III - LIST OF DOCUMENTS, EXHIBITS AND OTHER ATTACHMENTS

-  **J List of Attachments**

PART IV - REPRESENTATIONS AND INSTRUCTIONS

-  **K Representations, Certifications and Other Statements of Offerors**
-  **L Instructions, Conditions, and Notices to Offerors**
-  **M Evaluation Factors for Award**

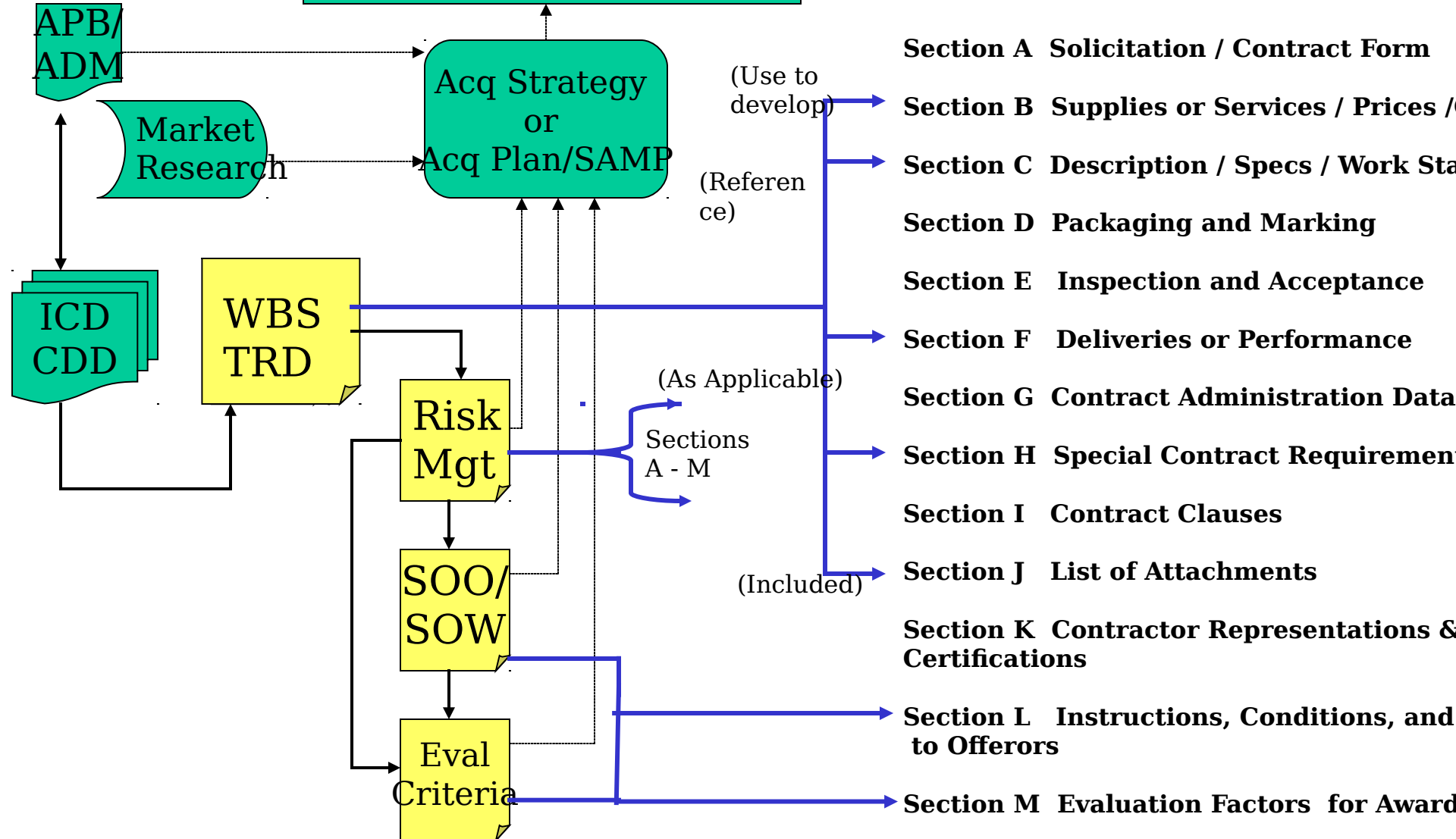
 Areas covered in detail
For this briefing



Document Flow into the RFP

Acquisition Strategy Panel (ASP)

Parts of an RFP

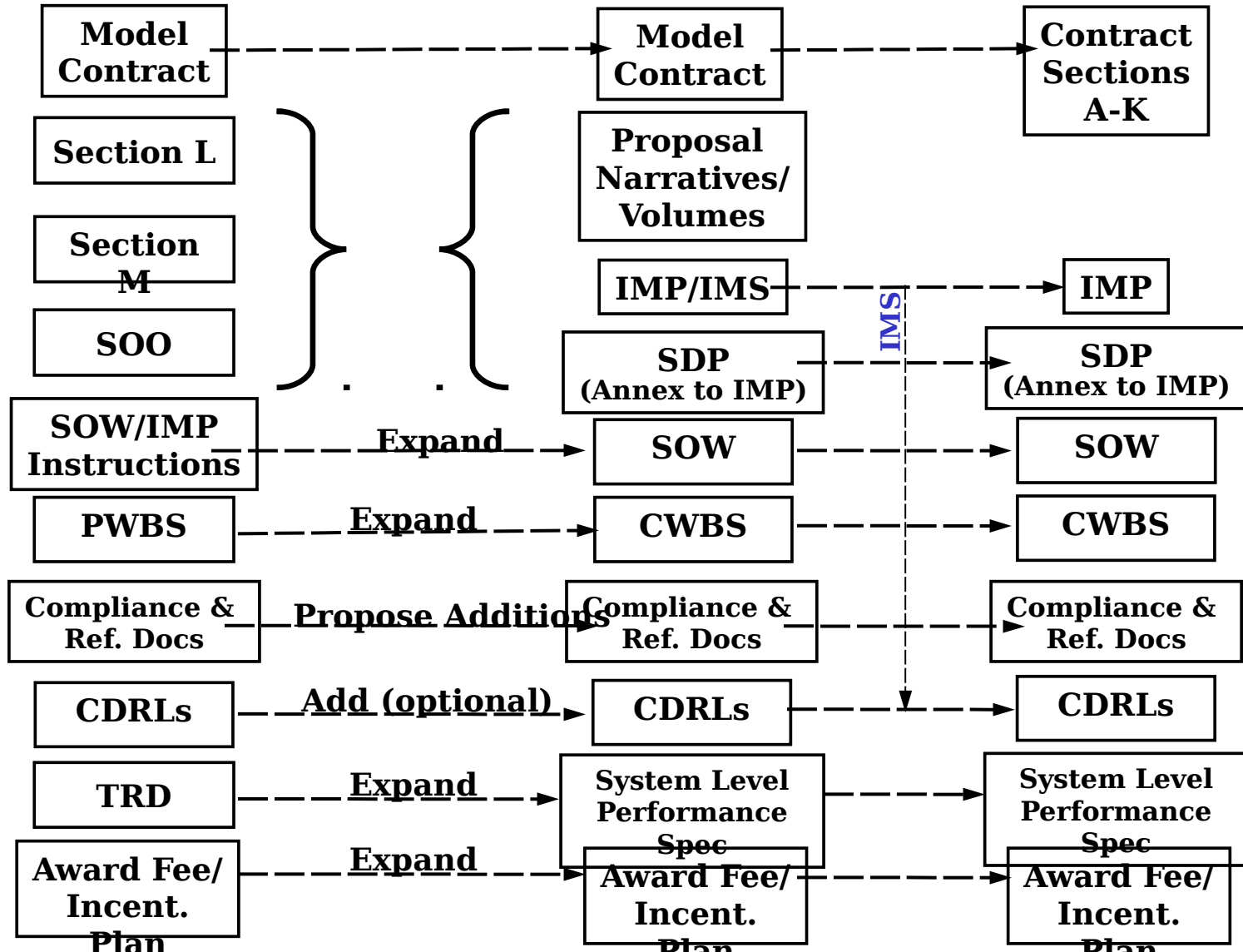




RFP Link to Contract

Provided in RFP

Provided in Proposal
On Contract at Award





RFP Sections



Section A - Solicitation/Contract Form

- **Name, address, and location of issuing activity, including room and building where proposals or quotations must be submitted**
- **Solicitation number**
- **Date of issuance**
- **Closing date and time**
- **Number of pages**
- **Requisition or other purchase authority**
- **Brief description of item or service**
- **Requirement for the offeror to provide its name and complete address, including street, city, county, state, and zip code**
- **Key points for the Acquisition Team to consider:**
 - **This section becomes the binding agreement between parties**
 - **Need to ensure the offeror fills out all parts correctly and has signed**



Section B - Supplies or Services and Prices/Costs

- **Includes brief descriptions of the supplies or services; *e.g.*, item number, national stock number/part number if applicable, nouns, and quantities. (This includes incidental deliverables such as manuals and reports.)**
- **Key planning documents:**
 - **TRD/Spec**
 - **Preliminary WBS**
 - **SOO/SOW**
- **Key points for the Acquisition Team to consider:**
 - **How are you funding the CLINs?**
 - **Types and sources of funding?**
 - **How is the product being delivered?**
 - **If DFAS is the paying office, need to verify chosen CLIN structure will work in MOCAS.**
 - **For each CLIN/SubCLIN consider how to align the quantities bought (all together; in groups by delivery date, location, funding, ...)**



Section B - Supplies or Services and Prices/Costs

Sub CLIN Example:

ITEM NO	SUPPLIES/SERVICES	QTY	UNIT	UNIT
PRICE	AMOUNT			
0001	Production of Engine			
0001AA	Production of Carb			
0001AB	Production of Air Filter			
0001AC	Production of Oil Filter			

Key Points for the Acquisition Team to consider:

- Use of SUBCLINS is discouraged because SUBCLINS can accommodate only one ACRN (causes problems when incrementally funding, crossing FYs, In-scope changes, etc.)



Section B - Supplies or Services and Prices/Costs

Info CLIN Example:

ITEM NO	SUPPLIES/SERVICES	QTY	UNIT	UNIT
PRICE	AMOUNT			
0001	Development of Chassis			
000101	SMC R&D Funding - 3600			
000102	AFRL R&D Funding - 3600			
000103	NRL R&D Funding - 3600			



Section C - Description/Spec/Work Statement

- **Include any descriptions of specifications required for the solicitation and subsequent contract**
- **Key planning documents:**
 - **TRD**
 - **Preliminary WBS and Dictionary**
 - **SOO or SOW**
- **For SMC contracts Section C information is attached and referenced in Section J**
- **Key points for the Acquisition Team to consider:**
 - **Are all of the program requirements captured?**
 - **Are the requirements well understood and clearly defined?**



Section D - Packaging and Marking

- **Includes standard clauses applicable for program**
- **Key points for the Acquisition Team to consider:**
 - **The PCO, with the advice of staff (e.g., PKC, PKX, JA, ACE ...) is responsible for the content of clauses in this section**
 - **How will the end item be shipped and inventoried?**
 - **What are the packaging requirements?**
 - **Include any special handling requirements**



Section E - Inspection and Acceptance

- **This includes inspection, acceptance, quality assurance, and reliability requirements**
- **Key points for the Acquisition Team to consider:**
 - **What is being inspected?**
 - **Who does the inspection?**
 - **Where will the inspection/acceptance be done?**
 - **Has DCMA coordinated on the criteria?**
 - **What is the basis for acceptance?**
 - **Are acceptance and delivery instructions written in the RFP?**
 - **Remember inspection & acceptance are not the same thing (separate blocks on a DD250). Does not need to be done by the same person, at the same time or at the same location. Consider what makes sense.**



Section F - Deliveries or Performance

- **Specify the requirements for time, place, and method of delivery or performance**
- **Clearly state any descriptive data for delivery to ensure DCMA or acceptance authority understands delivery process**
 - **What is delivered, a lot, a sensor, or unit?**
 - **How is it delivered, a report, a test, or sample lot?**
- **Key points for the Acquisition Team to consider:**
 - **How is the product delivered?**
 - **FOB destination or origin?**
 - **Does the delivery schedule meet program requirements?**
 - **Has DCMA coordinated on the criteria?**



Section G - Contract Administration Data

- **Include any required accounting and appropriation data and any required contract administration information or instructions.**
- **Key points for the Acquisition Team to consider:**
 - **What funds are expended first - did you tell Defense Finance Accounting Service (DFAS)?**
 - **Is the long line correct and matched to the proper ACRN (Spell out)?**
 - **Does the Contract Line Item Number (CLIN), ACRN, long line match?**
 - **Do you have a Procurement Request (PR)?**
 - **Do you have/need a New Start Validation?**
 - **Are all funds identified?**



Section H - Special Contract Requirements

- **Organizational conflict of interest**
 - **Ensure there are separate clauses for aerospace and SETA support**
 - **Does the risk mitigation plan match with the attachment in Section J?**
- **Insurance coverage**
 - **Has PL85-804 indemnification been approved? If not, when and how will you plan for the contingency?**
- **Data rights**
 - **What level of data rights should we have (i.e., source code and object code)?**
 - **Are the rights limited or unlimited?**



Section I - Contract Clauses

- **The contracting officer will include the clauses required by law or by the FAR and its supplements**
- **Key points for the Acquisition Team to consider:**
 - **The PCO, with the advice of staff (e.g., PKC, PKX, JA, ACE ...) is responsible for the content of clauses in this section**
 - **Has ConWrite been updated since last entry to RFP? If so, check Section I.**
 - **Has PCO/negotiator reviewed clauses proposed/recommended by ConWrite?**



Section J - List of Attachments

Includes:

- 1. Statement of Work (SOW) (ensure agreement before placed on contract) Statement of Objectives (SOO) (part of RFP and not final contract)**
 - 2. Requirements Documents and TRD**
 - 3. Preliminary WBS**
 - 4. Overviews or functional descriptions**
 - 5. Various plans or agreements (Award fee/incentive plans, OCI plan)**
- Key points for the Acquisition Team to consider:**
 - Are all of the program requirements captured?**
 - Are the requirements well understood and clearly defined?**
 - Ensure you have mutual agreement of the parties before going on contract**
 - Make sure the right version of the document is released with the RFP**



Section K - Representations and Certs

- **Include those provisions that require certifications and other information by the offerors**
- **Key points for the Acquisition Team to consider:**
 - **Program office needs to determine if there are any certifications required to ensure certain qualification levels**
 - **Has PCO/negotiator reviewed the provisions recommended by ConWrite?**



Section L - Instructions to Offerors

- **Insert in this section solicitation provisions and other information and instructions not required elsewhere to guide offerors preparing proposals**
- **Offerors should be instructed to submit technical proposals in separable parts. The instructions may specify further organization of proposal or quotation parts, such as—**
 - (1) Mission Capability**
 - (2) Proposal Risk**
 - (3) Past Performance**
 - (4) Price/Cost**
- **Key points for the Acquisition Team to consider:**
 - RFP should request all the information needed to accomplish a thorough evaluation**
 - If you don't ask for it, you are not going to get it!**
 - Think through the contract execution and evaluation process to ensure you are asking for the right information**

SPECIAL SECTION L & M BRIEFING AVAILABLE



Section M - Evaluation Factors for Award

- **Section M establishes how the Government will evaluate offerors proposals and make selection for award and the number of awards contemplated. It also tells the offeror how the overall source selection decision will be made.**

- **Required Source Selection Factors**

- **Mission Capability (MC)**

Programmatic, Performance, Management and Business Aspects

- **Proposal Risk (PR)**

Indicator of an Offeror's ability to execute the program within the proposed cost schedule, and performance baselines

- **Past Performance**

Historical information of recent and relevant contractor performance.

Establishes confidence in ability to execute the contract

- **Price/Cost**

Measure of affordability for price reasonableness and realism

Determine whether negotiated price is fair and reasonable



Section M - Evaluation Factors for Award

- First statements in this section should succinctly state the Basis of Award
- Evaluation factors should be developed from risk assessment/evaluation
- When developing the evaluation criteria, you often hear the term "discriminators" used. Discriminators are the significant aspects that are expected to distinguish one proposal from another, thus having an impact on the ultimate selection decision. The evaluation factors and sub-factors represent discriminators that impact the source selection decision. By using these discriminators, the source selection team can provide the Source Selection Authority (SSA) with an evaluation that distinguishes among competing proposals in those areas the Government believes are most important. This facilitates selecting the offeror(s) most likely to deliver the best value to the Government, to perform the resulting contract(s) successfully, and to satisfy the Government's requirements.
- "Factors and sub-factors must be limited to those that are real discriminators. Evaluation factors, sub-factors, and elements must include only those specified program characteristics that are significant enough to have an impact on the source selection decision, such as those identified through program risk analysis..." (AFFARS 5315.304 (b)(2))



Section M - Evaluation Factors for Award

- **Best Practices/Key points for the Acquisition Team to consider:**
 - Too many evaluation factors lead to confusion
 - Focus on what risks are critical and important
 - Be aware of thresholds and objectives. Often “Objectives” lead to evaluating performance promises and adding additional risks to the program. Stick with “Thresholds” when possible.
 - The basic philosophy behind risk management is to identify those risks that pose the most serious threat to program success and focus management attention on them. In source selections, this means focusing on the critical risks as a means of identifying discriminators.
 - Write Section M before you write Section L
 - Have industry review draft sections L and M
 - Limit sub factors to no more than six
 - Keep evaluation criteria focused!

SPECIAL SECTION L & M BRIEFING AVAILABLE



What's Next

